Amendments to the claims:

This listing of the claims will replace all prior versions and listings of the claims in the application:

Listing of the Claims:

1.-39. (Canceled)

40. (Currently Amended) A system for operating a pharmacy Interactive Voice Response (IVR) system comprising:

at least one database; and

a module that is configured to query the at least one database using predefined criteria based on an identification of a pharmaceutical prescription from a telephone caller to the pharmacy IVR system, to identify a targeted message based on the predefined criteria and to provide the targeted message to the pharmacy IVR system for playing to the caller

wherein the predefined criteria based on the identification of a pharmaceutical prescription comprise age of a patient who is using the pharmaceutical prescription, gender of the patient, medication of the pharmaceutical prescription, last fill date of the pharmaceutical prescription, days supply on last fill of the pharmaceutical prescription, original fill date of the pharmaceutical prescription, disease state of the patient, physician of the patient and/or other promotions in effect.

41. (Original) A system according to Claim 40 wherein the pharmacy (IVR) system is configured to answer a telephone call from a caller, accept identification of the pharmaceutical prescription from the caller and play the targeted message to the caller.

42. (Original) A system according to Claim 41 wherein the pharmacy IVR system is further configured to execute a refill call flow for the pharmaceutical prescription.

43.   (Original) A system according to Claim 40 wherein the module is configured to query the at least one database using the predefined criteria based on the identification of a pharmaceutical prescription to identify a series of targeted messages and to provide a succeeding one of the series of targeted messages to the pharmacy IVR system in response to receipt of a caller response to a preceding one of the series of targeted messages from the pharmacy IVR system.

44.   (Original) A system according to Claim 40 wherein the pharmacy IVR system is further configured to receive a caller response to the targeted message.

45.   (Original) A system according to Claim 44 wherein the pharmacy IVR system is further configured to log the caller response.

46.   (Original) A system according to Claim 44 wherein the module is further configured to instruct the pharmacy IVR system to perform an action in response to the caller response to the targeted message.

47.   (Canceled).

48.   (Original) A system according to Claim 40 wherein the predefined criteria based on the identification of a pharmaceutical prescription do not include a personal identification of a patient who is using the pharmaceutical prescription.

49.   (Currently Amended) A system according to Claim 40 wherein the predefined criteria based on the identification of a pharmaceutical prescription comprise age of a patient who is using the pharmaceutical prescription, gender of the patient, medication of the pharmaceutical prescription, last fill date of the pharmaceutical prescription, days supply on last fill of the pharmaceutical prescription, original fill date of the pharmaceutical

~~prescription, disease state of the patient, physician of the patient and/or other promotions in~~ ~~effect, but~~ do not include a personal identification of a patient who is using the pharmaceutical prescription.

50.   (Previously Presented) A system for operating a pharmacy Interactive Voice Response (IVR) system comprising:

at least one database; and

a module that is configured to query the at least one database using predefined criteria based on an identification of a pharmaceutical prescription from a telephone caller to the pharmacy IVR system, to identify a targeted message based on the predefined criteria and to provide the targeted message to the pharmacy IVR system for playing to the caller, wherein the module is further configured to query by performing the following:

querying the at least one database using age of a patient who is using the pharmaceutical prescription, gender of the patient, medication of the pharmaceutical prescription, last fill date of the pharmaceutical prescription, days supply on last fill of the pharmaceutical prescription, original fill date of the pharmaceutical prescription, disease state of the patient, physician of the patient and/or other promotions in effect, based on the identification of a pharmaceutical prescription; and

identifying a targeted message that corresponds to the age of the patient, gender of the patient, medication of the pharmaceutical prescription, last fill date of the pharmaceutical prescription, days supply on last fill of the pharmaceutical prescription, original fill date of the pharmaceutical prescription, disease state of the patient, physician of the patient and/or other promotions in effect.

51.   (Original) A system according to Claim 40 wherein the targeted message comprises an educational message concerning the pharmaceutical prescription, a message that indicates alternative medications that may be substituted for the pharmaceutical prescription, a message that identifies other items that may be desired by the patient and/or a message that solicits participation in a study related to the pharmaceutical prescription.

52.   (Original) A system according to Claim 40 wherein the module is configured to query by querying at least one database using the predefined criteria based on the identification of the pharmaceutical prescription to identify an educational targeted message related to the pharmaceutical prescription.

53.   (Currently Amended) ~~A system according to Claim 40~~ A system for operating a pharmacy Interactive Voice Response (IVR) system comprising:

at least one database; and

a module that is configured to query the at least one database using predefined criteria based on an identification of a pharmaceutical prescription from a telephone caller to the pharmacy IVR system, to identify a targeted message based on the predefined criteria and to provide the targeted message to the pharmacy IVR system for playing to the caller

wherein the module is configured to query by performing the following:

querying at least one database using predefined criteria of last fill date and days supply on last fill date based on the identification of a pharmaceutical prescription; and

identifying an educational targeted message that reminds the caller how to use the pharmaceutical prescription if the last fill date is less than a first threshold and the days supply on last fill date is greater than a second threshold.

54.   (Currently Amended) ~~A system according to Claim 40~~ A system for operating a pharmacy Interactive Voice Response (IVR) system comprising:

at least one database; and

a module that is configured to query the at least one database using predefined criteria based on an identification of a pharmaceutical prescription from a telephone caller to the pharmacy IVR system, to identify a targeted message based on the predefined criteria and to provide the targeted message to the pharmacy IVR system for playing to the caller

wherein the module is configured to query by performing the following:

querying at least one database using predefined criteria of last fill date and days supply

on last fill date based on the identification of a pharmaceutical prescription; and

identifying a targeted message that indicates alternative medications that may be substituted for the pharmaceutical prescription if the last fill date is less than a first threshold and the days supply on last fill date exceeds a second threshold.

55. (Currently Amended) ~~A system according to Claim 40~~ A system for operating a pharmacy Interactive Voice Response (IVR) system comprising:

at least one database; and

a module that is configured to query the at least one database using predefined criteria based on an identification of a pharmaceutical prescription from a telephone caller to the pharmacy IVR system, to identify a targeted message based on the predefined criteria and to provide the targeted message to the pharmacy IVR system for playing to the caller

wherein the module is configured to query by performing the following:

querying at least one database using predefined criteria of age, gender, last fill date and days supply on last fill date based on the identification of a pharmaceutical prescription; and

identifying a targeted message that indicates other items that may be desired if the gender is female, the age exceeds a first threshold, last fill date is less than a second threshold and days supply on last fill date exceed a third threshold.

56. (Currently Amended) ~~A system according to Claim 40~~ A system for operating a pharmacy Interactive Voice Response (IVR) system comprising:

at least one database; and

a module that is configured to query the at least one database using predefined criteria based on an identification of a pharmaceutical prescription from a telephone caller to the pharmacy IVR system, to identify a targeted message based on the predefined criteria and to provide the targeted message to the pharmacy IVR system for playing to the caller

wherein the module is configured to query by performing the following:

querying at least one database using a predefined criterion of age of a patient who is

using the pharmaceutical prescription based on the identification of a pharmaceutical

prescription; and

identifying a targeted message that solicits participation of the patient in a study

related to the pharmaceutical prescription if the age of the patent qualifies the patient to

participate in the study related to the pharmaceutical prescription.

57.   (Original) A system according to Claim 56 wherein the module is further

configured to provide additional targeted messages to allow the patient to participate in the

study if the patient agrees to participate.

58.   (Original) A system according to Claim 40 wherein the at least one database

comprises at least one pharmacy dispensing system database and at least one message

database, and wherein the module is further configured to query by performing the following:

querying the at least one pharmacy dispensing system database using the identification

of the pharmaceutical prescription to identify the predetermined criteria; and

querying the at least one message database using the predetermined criteria to identify

a targeted message.

59.   (Original) A system according to Claim 40 wherein the identification of a

pharmaceutical prescription is an Rx number.

60.-73. (Canceled).

74.   (Currently Amended) A pharmacy Interactive Voice Response (IVR) system

comprising:

means for answering a telephone call from a caller;

means for accepting identification of a pharmaceutical prescription from the caller;

means for querying at least one database using predefined criteria based on the

identification of a pharmaceutical prescription to identify a targeted message; and

means for playing the targeted message to the caller

wherein the predefined criteria based on the identification of a pharmaceutical prescription comprise age of a patient who is using the pharmaceutical prescription, gender of the patient, medication of the pharmaceutical prescription, last fill date of the pharmaceutical prescription, days supply on last fill of the pharmaceutical prescription, original fill date of the pharmaceutical prescription, disease state of the patient, physician of the patient and/or other promotions in effect.

75. (Original) A system according to Claim 74:

wherein the means for querying comprises means for querying at least one database using the predefined criteria based on the identification of a pharmaceutical prescription to identify a series of targeted messages; and

wherein the means for playing comprises means for playing a succeeding one of the series of targeted messages to the caller in response to receipt of a caller response to a preceding one of the series of targeted messages.

76. (Canceled).

77. (Original) A system according to Claim 74 wherein the predefined criteria based on the identification of a pharmaceutical prescription do not include a personal identification of a patient who is using the pharmaceutical prescription.

78. (Currently Amended) A system according to Claim 74 wherein the predefined criteria based on the identification of a pharmaceutical prescription comprise age of a patient who is using the pharmaceutical prescription, gender of the patient, medication of the pharmaceutical prescription, last fill date of the pharmaceutical prescription, days supply on last fill of the pharmaceutical prescription, original fill date of the pharmaceutical prescription, disease state of the patient, physician of the patient and/or other promotions in effect, but do not include a personal identification of a patient who is using the

pharmaceutical prescription.

79.   (Previously Presented) A pharmacy Interactive Voice Response (IVR) system comprising:

    means for answering a telephone call from a caller;

    means for accepting identification of a pharmaceutical prescription from the caller;

    means for querying at least one database using predefined criteria based on the identification of a pharmaceutical prescription to identify a targeted message; and

    means for playing the targeted message to the caller, wherein the means for querying comprises:

    means for querying at least one database using age of a patient who is using the pharmaceutical prescription, gender of the patient, medication of the pharmaceutical prescription, last fill date of the pharmaceutical prescription, days supply on last fill of the pharmaceutical prescription, original fill date of the pharmaceutical prescription, disease state of the patient, physician of the patient and/or other promotions in effect, based on the identification of a pharmaceutical prescription; and

    means for identifying a targeted message that corresponds to the age of the patient, gender of the patient, medication of the pharmaceutical prescription, last fill date of the pharmaceutical prescription, days supply on last fill of the pharmaceutical prescription, original fill date of the pharmaceutical prescription, disease state of the patient, physician of the patient and/or other promotions in effect.

80.   (Original) A system according to Claim 74 wherein the targeted message comprises an educational message concerning the pharmaceutical prescription, a message that indicates alternative medications that may be substituted for the pharmaceutical prescription, a message that identifies other items that may be desired and/or a message that solicits participation in a study related to the pharmaceutical prescription.

81.   (Original) A system according to Claim 74 wherein the means for querying

comprises means for querying at least one database using the predefined criteria based on the identification of the pharmaceutical prescription to identify an educational targeted message related to the pharmaceutical prescription.

82. (Currently Amended) ~~A system according to Claim 74~~ A pharmacy Interactive Voice Response (IVR) system comprising:

means for answering a telephone call from a caller;

means for accepting identification of a pharmaceutical prescription from the caller;

means for querying at least one database using predefined criteria based on the identification of a pharmaceutical prescription to identify a targeted message; and

means for playing the targeted message to the caller

wherein the means for querying comprises:

means for querying at least one database using predefined criteria of last fill date and days supply on last fill date based on the identification of a pharmaceutical prescription; and

means for identifying an educational targeted message that reminds the caller how to use the pharmaceutical prescription if the last fill date is less than a first threshold and the days supply on last fill date is greater than a second threshold.

83. (Currently Amended) ~~A system according to Claim 74~~ A pharmacy Interactive Voice Response (IVR) system comprising:

means for answering a telephone call from a caller;

means for accepting identification of a pharmaceutical prescription from the caller;

means for querying at least one database using predefined criteria based on the identification of a pharmaceutical prescription to identify a targeted message; and

means for playing the targeted message to the caller

wherein the means for querying comprises:

means for querying at least one database using predefined criteria of last fill date and days supply on last fill date based on the identification of a pharmaceutical prescription; and

means for identifying a targeted message that indicates alternative medications that

may be substituted for the pharmaceutical prescription if the last fill date is less than a first threshold and the days supply on last fill date exceeds a second threshold.

84.   (Currently Amended) ~~A system according to Claim 74~~ A pharmacy Interactive Voice Response (IVR) system comprising:

        means for answering a telephone call from a caller;

        means for accepting identification of a pharmaceutical prescription from the caller;

        means for querying at least one database using predefined criteria based on the identification of a pharmaceutical prescription to identify a targeted message; and

        means for playing the targeted message to the caller

        wherein the means for querying comprises:

        means for querying at least one database using predefined criteria of age, gender, last fill date and days supply on last fill date based on the identification of a pharmaceutical prescription; and

        means for identifying a targeted message that indicates other items that may be desired if the gender is female, the age exceeds a first threshold, last fill date is less than a second threshold and days supply on last fill date exceed a third threshold.

85.   (Original) A system according to Claim 74 wherein the means for querying comprises:

        means for querying at least one database using a predefined criterion of age of a patient who is using the pharmaceutical prescription based on the identification of a pharmaceutical prescription; and

        means for identifying a targeted message that solicits participation of the caller in a study related to the pharmaceutical prescription if the age of the patient qualifies the patient to participate in the study related to the pharmaceutical prescription.

86.   (Original) A system according to Claim 74 wherein the means for querying comprises:

means for querying at least one pharmacy dispensing system database using the identification of the pharmaceutical prescription to identify the predetermined criteria; and

means for querying at least one message database using the predetermined criteria to identify a targeted message.

87.-96. (Canceled)

97.   (Previously Presented) A system according to Claim 50 wherein the targeted message comprises a message that solicits participation in a study related to the pharmaceutical prescription.

98.   (Previously Presented) A system according to Claim 97 wherein the module is further configured to provide additional targeted messages to allow the patient to participate in the study if the patient agrees to participate.

99.   (Previously Presented) A system according to Claim 50 wherein the targeted message comprises a study question.

100.   (Previously Presented) A system according to Claim 99 wherein the module is further configured to receive a caller response to the targeted message comprising a study question.

101.   (Previously Presented) A system according to Claim 100 wherein the module is further configured to log the caller response to the targeted message comprising a study question.

102.-106. (Canceled)

107.   (Previously Presented) A system according to Claim 79 wherein the targeted

message comprises a message that solicits participation in a study related to the pharmaceutical prescription.

108. (Previously Presented) A system according to Claim 107 further comprising:

means for providing additional targeted messages to allow the patient to participate in the study if the patient agrees to participate.

109. (Previously Presented) A system according to Claim 79 wherein the targeted message comprises a study question.

110. (Previously Presented) A system according to Claim 109 further comprising:

means for receiving a caller response to the targeted message comprising a study question.

111. (Previously Presented) A system according to Claim 110 further comprising:

means for logging the caller response to the targeted message comprising a study question.